

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Rain

The Beautiful New Goods for Fall Have Transformed the Store

To Shake One's Self Out of One's Self

into another person is a hard thing to do, but until we learn how to do that we cannot help others, even a little, to live their lives.

Prejudices, timidity, selfishness, unfeelingness, all stand up within us, and the wheels of purpose move so slowly, and the least little thing, want of time, or "what's the use," checks our enthusiasm.

Abraham Lincoln once said, "Whenever it is a question between a dollar and a man, I am always for the man."

This Store from its first day had the big idea to be helpful to the man or the woman, in preference to anything else.

[Signed] *John Wanamaker*

October 1, 1920.

Women's Newest Sports Coats Appear With Fur Collars

If you can just imagine the lovely, soft camel's-hair (the genuine camel's-hair) with big, long, pointed collars of beaver fur, then you will have some idea of what these new coats look like. The new reddish brown color known as Chow or rust, beaver

and sand are the colors and there are collars of beaver and squirrel fur. In both 3/4 length and shorter at \$245. Without fur collars, the new genuine camel's-hair coats are from \$105 to \$155.

(First Floor, Central)

New Tricotine Dresses for Women, \$35 to \$48.50

Every other kind of a dress a woman might manage to get along without, but a good-looking tricotine for the street, she simply can't. That is why we are so glad to have these new arrivals at such moderate prices, \$35, \$38.50, \$42.50 and \$48.50.

(First Floor, Central)

Three Hundred Charming, New Winter Dress Hats

At \$14
At \$15
At \$16
At \$20



Delightful hats they are—new, smart and each one different. They've never been shown before, they are the newest millinery fashions for the Winter, and they are most attractive hats for the prices. Large velvet hats trimmed with feathers—small, smart hats to wear with tailored suits—hats in gay and vivid autumn colors—hats for young women and women not so young—they are all here!

You will enjoy trying them on.

(Second Floor, Chestnut)

Some of the Prettiest French and American Hats for Girls

are here in the Gray Salons, in that corner devoted exclusively to girls' hats. There are new chenille tams in gay colors. There are soft, crushable tams and hats of duvetyne. And small hats with stream-

ers—rather Scotch looking, but youthful. Also velvet hats trimmed with flowers and ribbons. And an number of fetching little turbans and small hats of gay hued velvets and soft duvetynes. \$6 to \$28.

(Second Floor, Chestnut)

New Coats for Small Boys and Little Girls

Not expensive coats, either, for between \$16.50 and \$35 there is very good choosing. Plenty of warm chinchilla coats, plenty of soft, lustrous broadcloths or better wear, plenty of silvertone as well as more practical fabrics like chevots and mixtures.

They are in many styles, rather simple, usually, some smocked, some fur trimmed, and all warmly lined and interlined. There are straight coats and belted coats, and styles for little girls or boys. 2 to 5 year sizes.

(Third Floor, Chestnut)

The New Dotted Veilings

Big dots or little dots, sober black dots or frivolous colored ones to match the hat—all are here in a brand-new shipment. In the colored dots, find the new rust and brown shades, Copenhagen and navy blue. They come in flat and hexagon mesh. Prices \$1 to \$1.75 a yard.

(Main Floor, Central)

Pretty New Neckwear, \$1 to \$2

Some very dainty organdie and net collars at \$1 and sets at \$1.50. And there are different kinds of fully lace vestees with collars attached for \$1 to \$2.

(Main Floor, Central)

Plaid and Striped Skirts in the New Pleated Styles

Just as pretty as they can be, too, and at the really moderate price of \$22.50 for average sizes. In sizes from 32 to 37 inch waists, \$25. Both of the two models are fine worsted, knife pleated all around except down the middle of the front, where there is a box pleat. The plaids are a beautiful combination of tan, blue and green. The stripes are tan, brown and green.

(First Floor, Central)

New Hand-Made Blouses, \$5.50

A new lot of these blouses just in is made up of three good styles, some with square necks, and all of snowy batiste. They have hand hemstitching in various effective ways, and are as dainty and attractive as they can be.

\$5.50 each.
(Third Floor, Central)

Fox Scarfs Fluffy and Beautiful

The deep, soft and fluffy fur of the fox scarfs is becoming to most every type, and at this time of year these scarfs are most practical, for they have weight and warmth without being too heavy. Animal fox scarfs are here in black fox, the pretty brown fox, or the popular taupe fox, and the prices go from \$40 to \$150.

(Second Floor, Chestnut)

This Is the Time for Any One Wanting a Fine Suit of Furniture

Not for several years has there been such a choice of beautiful suits at savings of 30 to 50 per cent as we are now offering.

Dining-room, bedroom, library and living-room suits are included, and the selection of styles, woods and finishes is most attractive.

Every suit in the assortment is a fine sample of cabinet making, harmonious and true in design and splendidly constructed.

In addition to this remarkable offering of fine suits we also have a notable collection of wicker furniture, consisting of a new and excellent purchase, which we are selling at savings of 30 to 50 per cent.

Individual pieces may be purchased either out of the regular suits or the wicker suits, and while we have been consistently replenishing the assortments, it is wisest to make selections as soon as possible.

(Fifth, Sixth and Seventh Floors)



We Will Sell 100 Beautiful Wraps for Young Women for \$77.50 Each

Many Handsomely Fur Trimmed

Adapted from models made to sell for as much again and more, these fine coats were all made up especially for the Young Women's Store—made in the newest fashions, of beautiful fabrics, and made like coats which sell for a great deal more.

There are five distinct styles—and they include the foremost Winter fashions. Of silky Bolivias and thick soft velours, they are in such fashionable colors as beaver, Chinese and navy blues, reindeer, brown, taupe and black. They are lined throughout with rich silks of fine quality.

There are wraps and coats—wraps for afternoon and evening wear, coats for street wear. Many have great furry collars—these are collars of lustrous Nearsel (dyed coney) and of the popular taupe-dyed nutria. Some are without furs for young women who wish to wear their own furs.

Such an opportunity is not likely to happen soon again—for they are remarkable coats for \$77.50.

14 to 20 year sizes.
(Second Floor, Chestnut)

Velveteens Will Certainly Be Most Fashionable This Winter

The finest English velveteens are purposely made very soft and light for draping and, of course, there are the heavier grades for suits and wraps.

(First Floor, Chestnut)

Women's New Gloves at Modest Prices

Short capeskin gloves in tan, brown and gray shades, one clasp, \$2.35 a pair—slight imperfections, but nothing to hurt their service, is the reason for this price.

Slip-on capeskin gloves, 6-but-

ton length, in brown and beaver shades, \$3 a pair.

Strap-wrist capeskin gloves, 6-button length, \$4.25 a pair.

French kidskin gloves of fine quality, in black or white, 2 clasps, \$2.50 a pair.

(West Aisle)

Find a Parisienne Corset for All Times of Day

For example, with the tailored suit or gown, goes a serviceable model in pink coutil. It has a girdele top and is \$11.50.

A daintier style for afternoons is in a beautiful pink broche, low bust and long skirt with elastic gores, strongly boned, \$20.

(Third Floor, Chestnut)

And then for evenings is a lovely pink batiste, almost boneless and trimmed with blue and pink ribbon, \$26.50.

Elastic corsets for real comfort and for sports wear, \$14.

(Third Floor, Chestnut)

Many Wanted Kinds of Maids' Uniforms

Morning dresses of pink or blue striped cottons, with snowy collars, are \$4.50.

New blue and pink checked dresses with white organdie collars, \$5.

Black uniforms—cotton, \$5 and \$6.

Mohairs, black, are \$8.50, \$9.75 and \$11.50.

White uniforms, \$5 and \$6.

(Third Floor, Central)

Lace-Trimmed Scarfs for Bureaus

And they come in sizes for dressing tables also, for they are 36, 45 and 54 inches long. Some are imitation flat lace entirely, others have plaid or plain cotton centers with deep lace edges. Prices from \$5c to \$3.85.

(First Floor, Chestnut)

Pre-War Prices on Brief Cases

Good-looking, well-made cowhide brief cases in brown and mahogany, all with extension locks and all solid leather, not split leather, backed.

Sizes 14 to 16 inches, with one to three pockets, \$8.50 to \$10.

(Main Floor, Chestnut)

Office Furniture 25 to 33 1/3 Per Cent Less

Hundreds of pieces, all of good, staple quality, including roll-top and flat-top desks in oak; also oak tables in four, five, six and eight foot lengths and revolving chairs, armchairs and side chairs. Prices are 25 to 33 1-3 per cent less than regular rates.

(Third Floor, Market)

Wanamaker's for Golf Balls

Here is a list with something to please every player: The Super-rub, believed to be the fastest golf ball in the world, \$12.60 a dozen. The Zodiac (imported), \$12 a dozen. The Avon (imported), \$12 a dozen. Red Flash, \$10.80 a dozen. Blue Flash, \$9 a dozen. Taplow, \$7.80 a dozen. Other standard makes in large variety, \$7.20 to \$13.20 a dozen. A fine assortment of imported irons, \$5 and \$6. Wood clubs in large variety, \$3.50 to \$7.50. Caddy bags, markers, gloves, everything for the game may be found on

(The Gallery, Juniper)



An Extraordinary Disposal of Fine Duvetyne Handbags

Duvetyne handbags are to have another great vogue this Fall and Winter, and as yet there is no sign of manufacturers lowering their prices. So we took matters into our own hands. Tomorrow we put on sale hundreds of beautiful, fine fashion duvetyne handbags at conspicuously low prices. Many of these bags have been selling for a great deal more in our regular stocks and on some of them the hand-carved frames alone are worth almost the price of the complete bag.

(Main Floor, Chestnut)

Paris Has a Fancy for Umbrellas With Animal Heads

and smart Parisiennes carry silk umbrellas with rabbits and roosters, dogs and cats by way of handles.

A little collection of these new umbrellas, in just such styles as French women are using, is here now. The umbrellas themselves are of gay-colored silks—purples, blues, reds and taupes, and they have carved wood handles, many in color. Usually they have leather loops for carrying, too.

\$15 to \$25.

(Main Floor, Market)

For Men Who Like Good-Looking Things To Wear

Men's New Fall Shirts Fresh From the Iron

We have just unboxed a lot of good woven madras shirts in soft cuff, plain negligé style that are just the shirts men are looking for now.

They are in the always-desirable seersucker stripes and other striped designs.

Price \$3.50.

(Main Floor, Market)

Men's Dollar Neckties in Autumn Patterns

A new lot of handsome silk four-in-hands in plain colors, stripes and figures. Generous shapes and a variety of designs not seen before.

Price \$1.

(Main Floor, Market)

Save a Third to a Half on Men's Half Hose

4200 pair of men's second-grade black seamless cotton half hose, 25c a pair.

2500 pair of men's imported full-fashioned black and navy cotton, first grade, 35c, three pair for \$1.

3600 pair of men's seamless silk in black, navy, gray and cordovan, first grade, 76c a pair.

(Main Floor, Market)



Mirovitch Records Exclusively For the Ampico

Alfred Mirovitch, the famous Russian pianist, who made his initial bow to Philadelphia last night, will perpetuate his superb playing through the medium of the Ampico reproducing piano.

Like many other masters of the pianoforte, Mirovitch has chosen the marvelous Ampico as the best means of reproducing his performance with absolute fidelity in every detail of expression and technique.

Rachmaninoff, Godowsky, Copeland, Levitzki, Schnitzer, Ornstein, Moiseiwitch, Rubinstein and Leginska are only a few of the famous pianists who record for the Ampico.

Every master of the arts is rightly jealous of his reputation. None of these great musicians would think of allowing any instrument to reproduce his playing unless it could do so with such perfection that the reproduction could not be distinguished from the original.

The Ampico reproducing piano does this. If you were in another room and heard two renditions of some classic, one by a master musician and the other by the Ampico, you could not tell which was the living player and which the piano alone.

This wonderful instrument may be had in Philadelphia at Wanamaker's only, combined with several of the greatest pianos in the country. We shall take pleasure in demonstrating to you what it can do.

Chickering Ampico, \$1800, \$2200 and \$3500.
Haines Bros. Ampico, \$1200 and \$1500.
Marshall and Wendell Ampico, \$975 and \$1250.
The celebrated Knabe Ampico, \$1650, \$2100 and \$3500.
Any of these instruments may be bought on convenient terms. From 1:30 to 2:30 every day, in what is known as Ampico Hour, the Ampico is demonstrated in Egyptian Hall.

(Egyptian Hall, Second Floor)

Stainless Steel Carving Sets From Sheffield, England

First importations of this good English cutlery we have received since the beginning of the war and it is always much appreciated when it does come.

The handles are white grain celluloid and the price for the three-piece set is \$16. Such a set is a most welcome gift at any time and especially for a bride.

(Jewelry Store, Chestnut and Thirteenth)

Shoes With Room for Little Toes to Spread In

Tan Russia calfskin button and lace shoes with broad toes and no boxes. Sizes 2 to 4 1/2, \$4.50; sizes 5 to 8, \$5.

White buckskin button and lace shoes, sizes 5 to 8, \$5.

Tan lace shoes with welted soles, sizes 8 1/2 to 11, \$6.25; sizes 11 1/2 to 2, \$7.50; sizes 2 1/2 to 8, \$9.

Boys' School Shoes

Black calfskin blucher lace shoes in sizes 12 1/2 to 5 1/2, \$3.75 a pair.

(First Floor, Market)

THE Week-End Candy Is Molasses Plantation Kisses, 80c a Pound

Or if you'd like an especially nice box for over Sunday, we've a special box at \$2 that is a great favorite. It holds caramels, fruit wafers, slices of nougat-nut roll and is \$2 complete. The box is attractive, too, and there's a generous portion of the sweets.

(Down Stairs Store, Chestnut)

Men's Handkerchiefs, \$6 and \$6.75 a Dozen

Both are kinds men like to use—Men's plain handkerchiefs, \$6 a dozen; snowy squares of pure Irish flax, with hemstitched hems, neatly made.

Men's initial handkerchiefs, \$6.75 a dozen; good linen, with clear letters in one corner.

(West Aisle)

Price \$12. From the same maker we have received some fine, besides the usual blacks, browns and greens there are 15 imitable shades.

Price \$18.

(Main Floor, Market)

A New High Brogue for Men of Fashion

It is of tan Scotch grain leather, with heavy long wing tips and heavily perforated. In fact, it is the heaviness which gives it that "dogg" look so dear to young men of fashion.

Heels are low and flat, toes round and shanks wide.

Price \$16.50 a pair.

(Main Floor, Market)